## AMENDMENT TO THE CLAIMS

Claim 1. (currently amended) A method of interactive advertising, comprising:

displaying a Web page from a server for a first URL, said Web page having an ad space;

displaying an ad in said ad space, wherein said ad is generated by an ad server and promotes a good or service offered at a server for a second URL;

detecting a user interaction with said ad space; and

in response to said interaction,

linking said ad space to said server for said second URL by means of an intermediary companion server;

enabling a user to conduct a purchasing transaction with said server for said second URL; and

obtaining purchasing data in only said ad space, without requiring said user to leave said Web page from said server for said first URL.

Claim 2. (currently amended) An interactive advertising support method, comprising:

providing an element server;

providing to a web client an interactive element obtained from [[an]] said element server;

providing at said element server a companion element corresponding to said interactive element, wherein said companion element can enable two-way communication between said element server and a distant server;

receiving at said interactive element of said element server a distant target file requirement;

responding to [[a]] said distant target file requirement of said interactive element by sending to said companion element a distant file request relating to a distant target file address on [[a]] said distant server, wherein said distant server is distinct from said element server;

responding, at said companion element, to said distant file request, by interacting with said distant server in accordance with said distant file request.

Claim 3. (original) The interactive advertising support method as set forth in claim 2 wherein, when said distant file request is a distant target file delivery request:

> said distant target file address indicates a distant target file of said distant server; and
>
> said companion element:
>
>> responds to said distant target file delivery request by obtaining said distant target file from said distant server,
>>
>> stores said distant target file at said element server as a local target file, and
>>
>> provides said local target file to said interactive element in satisfaction of said distant target file delivery request.

Claim 4. (original) The interactive advertising support method as set forth in claim 2 wherein, when said distant file request is a distant target file transmit request:

> said distant target file address indicates a distant target file destination address of said distant server;
>
> said interactive element provides said distant target file to said companion element; and
>
> said companion element responds to said distant target file transmit request by sending said distant target file to said distant target file destination address.

Claim 5. (currently amended) The interactive advertising support method as set forth in claim 2, further comprising:

> said web client being provided with a primary target file from a website system;
>
> said web client displaying for a user an original web page based on said primary target file;
>
> said primary target file including a reference to an ad space file of a distributor system;
>
> said ad space file including a reference to said interactive element;
>
> said interactive element defining an advertising program of an ad space of said primary target file; and
>
> said distant file server defining a vendor system of a vendor, wherein said distributor system and said website system are separate from said vendor system.

Claim 6. (currently amended) The interactive advertising support method as set forth in claim 5, wherein:

said advertising program places information about ~~products of~~ said vendor directly in said ad space; and

said advertising program displays a user activatable area for browsing said <u>distant file server for</u> products <u>of said vendor</u> through said ad space without leaving said original web page.

Claim 7. (original) The interactive advertising support method as set forth in claim 6, wherein said advertising program displays a user activatable area for enabling said user to purchase a selected one of said products of said vendor without leaving said original web page display.

Claim 8. (original) The interactive advertising support method as set forth in claim 7, wherein said advertising program includes a shopping cart capability allowing said user to select a plurality of said products and then purchase them all at one time without leaving said original web page.

Claim 9. (currently amended) The interactive advertising support method as set forth in claim 5, wherein:

said advertising program initially displays in said ad space a first presentation selected from the set consisting of images, animations, and text;<u> and</u>

said advertising program responds to a first interaction of said user with said ad space by displaying a second presentation.

Claim 10. (original) The interactive advertising support method as set forth in claim 5, wherein an initial program load for said advertising program is performed so as to load a highest priority resource prior to loading, in a low priority thread, a remainder of resources required by said advertising program.

Claim 11. (original) The interactive advertising support method as set forth in claim 5, further comprising:

making a detection of an environment of said web client prior to said step of providing to said web client said interactive element.

Claim 12. (original) The interactive advertising support method as set forth in claim 11, wherein said detection of said environment includes determining one or more of:

the kind of software for said web client;

the kind of hardware on which said web client is running; and

the connection speed between the element server and the web client.

Claim 13. (original) The interactive advertising support method as set forth in claim 11, further comprising:

selecting said interactive element based on said determination of said environment.

Claim 14. (original) The interactive advertising support method as set forth in claim 5, further comprising:

making a determination of a context of said original web page based on said primary target file; and

selecting content for said interactive element based on said determination of said context of said original web page.

Claim 15. (original) The interactive advertising support method as set forth in claim 5, wherein said advertising program provides a presentation emulating a website of said vendor.

Claim 16. (original) The interactive advertising support method as set forth in claim 5, wherein said interactive element sends to said companion element a distant file request for a multimedia file, and provides the contents of said multimedia file through said ad space.

Claim 17. (original) The interactive advertising support method as set forth in claim 5, further comprising a step of said vendor updating said distant target file.

Claim 18. (original) The interactive advertising support method as set forth in claim 17, wherein said updating is performed automatically from said vendor system at a predetermined interval.

Claim 19. (original) The interactive advertising support method as set forth in claim 5, wherein said distant target file is an electronic product of said vendor and is delivered to said user via said companion element and said interactive element.

Claim 20. (original) The interactive advertising support method as set forth in claim 19, wherein said electronic product of said vendor is one or more of:

a software product,

a written product, and

a multimedia product.

Claim 21. (original) The interactive advertising support method as set forth in claim 5, wherein said advertising program constitutes a registration engine for gathering user subscriptions.

Claim 22. (original) The interactive advertising support method as set forth in claim 5, wherein content for display by said interactive element is selected based on information about said user.

Claim 23. (original) The interactive advertising support method as set forth in claim 22, wherein said information about said user is obtained from a cookie.

Claim 24. (original) The interactive advertising support method as set forth in claim 22, wherein said information about said user is obtained from an ad tracking database.

Claim 25. (original) The interactive advertising support method as set forth in claim 24, wherein said ad tracking database is provided by said distributor system.

Claim 26. (original) The interactive advertising support method as set forth in claim 24, wherein said ad tracking database is provided by said vendor system.

Claim 27. (original) The interactive advertising support method as set forth in claim 5, further comprising providing to said user a price quote for a customized one of said products.

Claim 28. (original) The interactive advertising support method as set forth in claim 5, further comprising selecting content for said interactive element to display based on geographical information pertaining to said user.

Claim 29. (original) The interactive advertising support method as set forth in claim 5, wherein said interactive element is provided with information that is continually updated.

Claim 30. (original) The interactive advertising support method as set forth in claim 29, further comprising:

said interactive element providing a transaction capability for creating a transaction based on a present value of said information that is continually updated.

Claim 31. (original) The interactive advertising support method as set forth in claim 30, wherein said interactive element includes a user activatable area for setting an alert based on a present value of said information that is continually updated.

Claim 32. (original) The interactive advertising support method as set forth in claim 31, further comprising triggering said alert to create said transaction.

Claim 33. (original) The interactive advertising support method as set forth in claim 32, wherein said interactive element is structured to present to said user a live gaming interface.

Claim 34. (original) The interactive advertising support method as set forth in claim 5, wherein user interactions with said interactive element are used as an input to an ad tracking database storing information relating to said user.

Claim 35. (currently amended) The interactive advertising support method as set forth in claim 34, wherein said ad tracking database stores ~~includes~~ shipping and purchasing information pertaining to said user, and said shipping and purchasing information is accessible by interactive elements pertaining to products from a plurality of vendors.

Claim 36. (original) The interactive advertising support method as set forth in claim 5, wherein said ad space includes a user activatable area for a user to initiate an operation for activating said interactive element in an independent window.

Claim 37. (original) The interactive advertising support method as set forth in claim 5, wherein said original web page includes a plurality of ad spaces with corresponding interactive elements.

Claim 38. (original) The interactive advertising support method as set forth in claim 37, wherein said corresponding interactive elements for said plurality of ad spaces are selected by said user.

Claim 39. (original) The interactive advertising support method as set forth in claim 5, wherein said advertising program displays a survey for gathering feedback from said user and stores a user response to said survey in an ad tracking database without leaving said original web page.

Claim 40. (original) The interactive advertising support method as set forth in claim 5, further comprising:

storing information obtained about said user through said interactive element in an ad tracking database, and

sending advertising information to said user via one or more of email, telephone calls, faxes, and mail.

Claim 41. (original) The interactive advertising support method as set forth in claim 5, further comprising:

storing information obtained about said user through said interactive element in an ad tracking database, said information including environment information relating to said user, wherein said environment information includes one or more of:

connection bandwidth,

hardware address,

hardware platform,

software environment

operating system,

cookie data,

data acquired from previous interactions,

recent browsing history,

referring website,

current website context,

purchasing history,

address,

age,

country,

language,

sex, and

survey data.

Claim 42. (original) The interactive advertising support method as set forth in claim 5, further comprising a step of performing post presentation marketing by presenting to said user one or more of coupons, discounts, and incentives.

Claim 43. (original) The interactive advertising support method as set forth in claim 5, further comprising a step for sending to said vendor statistics relating to one or more of an environment of said user, behavior of said user, user interactions, and the duration of said user interactions.

Claim 44. (original) The interactive advertising support method as set forth in claim 5, wherein said interactive element provides a user communication interface for interactive communication between said vendor and said user through said ad space.

Claim 45. (original) The interactive advertising method as set forth in claim 5, wherein said interactive element includes a natural language capable query program.

Claim 46. (original) The interactive advertising method as set forth in claim 5, wherein said interactive element includes a conversation capable agent for communicating with said user.

Claim 47. (original) The interactive advertising method as set forth in claim 5, wherein said interactive element includes a communication interface supporting a chat session.

Claim 48. (currently amended) An element server for supporting advertising, comprising:

a processor, and

a memory under control of said processor;

wherein said memory includes computer readable instructions for causing said processor to perform predetermined steps, comprising:

providing to a web client an interactive element;

providing a companion element corresponding to said interactive element,

wherein said companion element can enable two-way communication between said element server and a distant server;

receiving a distant file request relating to a distant target file address on [[a]] said distant server distinct from said element server; and

responding to said distant file request by interacting with said distant server, through said companion element, in accordance with said distant file request.

Claim 49. (currently amended) The element server as set forth in claim 48, wherein said predetermined steps further comprise:

when said distant file request is a distant target file delivery request, identifying said distant target file address as an indicator of a distant target file of said distant server; and

responding to said distant target file delivery request by:

obtaining said distant target file from said distant server,

storing said distant target file as a local target file, and

providing said local target file to said interactive element in satisfaction of said distant target file delivery request.

Claim 50. (currently amended) The element server as set forth in claim 48, wherein said predetermined steps further comprise:

when said distant file request is a distant target file transmit request, identifying said distant target file address as an indicator of a distant target file destination address of said distant server;

receiving said distant target file from said interactive element; and

responding to said distant target file transmit request by sending said distant target file to said distant target file destination address.

Claim 51. (currently amended) A computer program product for implementing a method of interactive advertising, comprising:

a computer readable medium, and

computer readable instructions on said computer readable medium;

said computer readable instructions being adapted to enable a computer to perform predetermined steps, comprising:

providing to a web client an interactive element;

providing a companion element corresponding to said interactive element, wherein said companion element can enable two-way communication to and from a distant server;

receiving a distant file request relating to a distant target file address on [[a]] said

distant server; and

responding to said distant file request by interacting with said distant server,

through said companion element, in accordance with said distant file request.


Claim 52. (currently amended) The computer program product as set forth in claim 51, wherein

said predetermined steps further comprise:

when said distant file request is a distant target file delivery request, identifying said

distant target file address as an indicator of a distant target file of said distant server; and

responding to said distant target file delivery request by:

obtaining said distant target file from said distant server,

storing said distant target file as a local target file, and

providing said local target file to said interactive element in satisfaction of said

distant target file delivery request.


Claim 53. (currently amended) The computer program product as set forth in claim 51, wherein

said predetermined steps further comprise:

when said distant file request is a distant target file transmit request, identifying said

distant target file address as an indicator of a distant target file destination address of said distant

server;

receiving said distant target file from said interactive element; and

responding to said distant target file transmit request by sending said distant target file to

said distant target file destination address.


Claim 54. (currently amended) A context sensitive advertising method, comprising:

preparing a primary target file comprising a relation between context sensitive display

elements and corresponding keys;

displaying said target file with said context sensitive display elements;

detecting a user interaction with one of said context sensitive display elements; and

in response to said detecting of said user interaction, displaying an ad space based on the corresponding key of said one of said context sensitive display elements.

Claim 55. (original) The context sensitive advertising method as set forth in claim 54, wherein:

said primary target file includes a reference to an ad program, and said ad program is a function definition file including functions for displaying said ad space.

Claim 56. (original) The context sensitive advertising method as set forth in claim 54, wherein said ad space is a popup window.

Claim 57. (original) The context sensitive advertising method as set forth in claim 56, wherein said popup window automatically closes after the lapse of a predetermined period of time in the absence of a user interaction with said popup window.

Claim 58. (original) The context sensitive advertising method as set forth in claim 57, wherein said popup window remains open beyond said lapse of said predetermined period of time in response to a user interaction with said popup window.

Claim 59. (original) The context sensitive advertising method as set forth in claim 56, wherein said displaying of said ad space is made further in response to said user interaction being detected for a time greater than a threshold period of time.

Claim 60. (original) The context sensitive advertising method as set forth in claim 54, wherein said ad space is other than a popup window.

Claim 61. (original) The context sensitive advertising method as set forth in claim 60, wherein said displaying of said ad space is made further in response to said user interaction being detected for a time greater than a threshold period of time.

Claim 62. (original) The context sensitive advertising method as set forth in claim 55, wherein said step of displaying said ad space comprises:

      loading an ad space target file having selection statements;

      executing said selection statements so as to select, based on said the corresponding key of said one of said context sensitive display elements, an ad space display management file; and

      performing said displaying of said ad space based under control of the contents of said selected ad space display management file.

Claim 63. (original) The context sensitive advertising method as set forth in claim 62, wherein said contents of said ad space display management file indicate an image file for display in said ad space.

Claim 64. (original) The context sensitive advertising method as set forth in claim 62, wherein contents of said ad space display management file indicate an interactive element for controlling display of said ad space.

Claim 65. (currently amended) The context sensitive advertising method as set forth in claim 62, further comprising:

      predefining a collection of said keys, associated products for sale, and corresponding ad space display management files for one specific customer;

      using ~~ones~~ <u>one</u> of said keys and associated context sensitive display elements in a plurality of primary target files defining a set of premium affiliate webpages; and

      providing compensation for said premium affiliate webpages from said one specific sponsor.

Claim 66. (currently amended) The context sensitive advertising method as set forth in claim 62, further comprising:

      predefining a collection of said keys, associated products for sale, and corresponding ad space display management files, for a plurality of customers;

      using ~~ones~~ <u>one</u> of said keys and associated context sensitive display elements in a plurality of primary target files defining an advertising network of webpages;

providing subscriptions for said keys to ~~ones~~ one of said plurality of customers;

determining, when said user interaction with one of said context sensitive display elements is detected, which one of said plurality of customers has subscribed to the corresponding one of said keys; and

performing said displaying of said ad space based on said corresponding one of said keys and also based on said determination of said subscribed one of said plurality of customers.

Claim 67. (canceled)